## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

William M. Reller, et al.

Application No.: 10/694,643

Filed: October 27, 2003

For: SELECTING ADS FOR A WEB PAGE BASED ON KEYWORDS LOCATED ON THE WEB PAGE

Customer No.: 20350

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 Confirmation No. 4009

Examiner: (

Colleen A. Hoar

PATENT

Attorney Docket No.: 026296-000310US

Technology Center/Art Unit: 4172

AMENDMENT AND

TELEPHONE INTERVIEW SUMMARY

## Commissioner:

In response to the final Office Action mailed October 28, 2009, and in accordance with the accompanying Request for Continued Examination, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.